

1. In a local computing device that includes a customization module that receives one or more input files and generates at least an output file, a method for customizing a binary content file without recompiling source code associated with the binary content file so as to modify the behavior of the binary content file when the binary content file is executed at a destination computing device, the method comprising the following:

an act of receiving a binary content file that includes variables that are assigned current values;

an act of receiving a script file that includes references to updated values for one or more of the variables; and

an act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables.

2. The method as recited in claim 1, wherein the act of receiving a binary content file that includes variables that are assigned current values comprises the following:

an act of receiving a binary content file that was generated as a result of a compiler translating an object file into the binary content file.

3. The method as recited in claim 1, wherein the act of receiving a binary content file that includes variables that are assigned current values comprises the following:

an act of receiving a directly executable software module.

4. The method as recited in claim 1, wherein the act of receiving a binary content file that includes variables that are assigned current values comprises the following:

an act of receiving a library of computer-executable instructions.

5. The method as recited in claim 4, wherein the act of receiving a library of computer-executable instructions comprises the following:

an act of receiving a dynamic link library.

6. The method as recited in claim 1, wherein the act of receiving a binary content file that includes variables that are assigned current values comprises the following:

an act of receiving an image file.

7. The method as recited in claim 6, wherein the act of receiving an image file comprises the following:

an act of receiving an image file that was designed to be stored in read only memory.

8. The method as recited in claim 1, wherein the act of receiving a binary content file that includes variables that are assigned current values comprises the following:

an act of a variable initialization module receiving a binary content file that includes variables that are assigned current values

9. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more of the variables that were identified in an associated map file.

10. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more of the variables that were identified by a scanner module.

11. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes one or more conditional statements for selecting appropriate references to updated values for one or more variables.

12. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more variables that facilitate configuring the binary content file for operation on the destination computing device.

13. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more variables associated with stocking keeping unit information.

14. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more variables associated with authentication information.

15. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more variables associated with hardware components included in the destination computing device.

16. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of receiving a script file that includes references to updated values for one or more variables associated with memory addresses.

17. The method as recited in claim 1, wherein the act of receiving a script file that includes references to updated values for one or more of the variables comprises the following:

an act of a variable initialization module receiving a script file that includes references to updated values for one or more of the variables

18. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an act of directly overwriting the current values of the one or more variables included in the binary content file with the updated values of the one or more variables included in the script file.

19. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables to configure the binary content file for operation on the destination computing device.

20. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an act of processing the script file to change the current values of one or more variables associated with stocking keeping unit information to updated values for the one or more variables.

21. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an act of processing the script file to change the current values of one or more variables associated with authentication information to updated values for the one or more variables.

22. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an act of processing the script file to change the current values of one or more variables associated with hardware components included in the destination computing device to updated values for the one or more variables.

23. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an act of processing the script file to change the current values of one or more variables associated with memory addresses to updated values for the one or more variables.

24. The method as recited in claim 1, the act of processing the script file to change the current values of the one or more variables to the updated values for the one or more variables comprises the following:

an of a variable initialization module processing the script file to change the current values of the one or more variables to the updated values for the one or more variables.

25. The method as recited in claim 1, wherein the local computing device comprises the destination computing device.

26. In a computing device that includes a customization module that receives one or more input files and generates an output file, a method for customizing a binary content file without recompiling source code associated with the binary content file so as to modify the behavior of the binary content file when the binary content file is executed, the method comprising the following:

an act of receiving a binary content file that includes variables that are assigned current values; and

a step for updating the assigned current values.



27. A computer program product for implementing, in a computing device that includes a customization module that receives one or more input files and generates at least an output file, a method for customizing a binary content file without recompiling source code associated with the binary content file so as to modify the behavior of the binary content file when the binary content file is executed, the computer program product comprising:

one or more computer-readable media carrying computer-executable instructions, that when executed at the computing device, cause the computing device to perform the method, including:

receiving a binary content file that includes variables that are assigned current values;

receiving a script file that includes references to updated values for one or more of the variables; and

processing the script file to change the current values of the one or more variables to the updated values for the one or more variables.

28. The computer program product as recited claim 27, wherein the one or more computer-readable media are physical storage media.